



**The Study of challenges faced by Women Entrepreneurs with special References to
micro industry in Patiala district of Punjab**

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Abstract

Modern-day women have overcome several obstacles to make their presence known in the demanding field of entrepreneurship. Over time, women entrepreneurs in India have expanded their ventures beyond traditional industries like papad and pickle making to fields such as engineering and electronics. The rise of women entrepreneurs in India is an essential component of the country's economic development. Hence, the present study aims to investigate the various challenges faced by women entrepreneurs in the micro industries of Patiala, with particular emphasis on the economic, social, and institutional barriers that limit their entrepreneurial activities. The study uses primary data from micro and small enterprises from Patiala. The descriptive statistics and Likert analysis is used for analysing the objectives of the research.

Keywords: micro industry, women, entrepreneurs, challenges, motivation, Punjab

Introduction

Entrepreneurs do not emerge automatically to drive societal development, even though certain people may naturally have entrepreneurial qualities. In most cases, entrepreneurship is shaped by prevailing socio-economic conditions or personal circumstances. Modern day women have overcome several obstacles to make their presence known in the demanding field of entrepreneurship.

The active participation of women, who represent approximately 48.46% of India's population according to the 2011 census, is vital for both national economic progress and the advancement of entrepreneurial families. Over time, women entrepreneurs in India have expanded their ventures beyond traditional industries like papad and pickle making to fields such as engineering and electronics. Today, urban women are demonstrating their ability across a wide range of industries such as manufacturing, consultancy, garment exports, interior design, textile printing, food processing, chemicals, and pharmaceuticals, showcasing

their capabilities across diverse industries. These difficulties are further impacted by sociocultural variables, resource constraints, and structural hurdles in areas such as Punjab's Patiala district.

The rise of women entrepreneurs in India is an essential component of the country's economic development. Entrepreneurship among women is often shaped by a variety of personal, societal, and economic factors. Yadav (2023) identifies key motivators, including underemployment, financial incentives, the pursuit of knowledge, and family responsibilities, which collectively explain a significant proportion of women's entrepreneurial aspirations. Further, Agarwal and Lenka (2018) state that entrepreneurial potential exists equally across genders. However, women face distinct challenges, that prevent them from actively participating in the economy, including cultural norms, limited access to resources, and a lack of professional relations. The gender bias prevailing in many parts of Indian society results in undervaluing women owned enterprises, discouraging them from achieving their full potential.

Hence, the present study aims to investigate the various challenges faced by women entrepreneurs in the micro and small industries of Patiala, with particular emphasis on the economic, social, and institutional barriers that limits their entrepreneurial activities.

Review of Literature

Women entrepreneurs in India are motivated by a combination of social, personal and economic factors. Yadav (2023) identifies four primary objectives: underemployment, financial incentives, knowledge acquisition, and family responsibilities, which collectively account for over 70% of the variance in entrepreneurial motives among women . This supports with the findings of Agarwal and Lenka (2018), believes that the entrepreneurial spirit exists across genders, women suffers unique barriers that restrict them from actively participating in the economy . Furthermore, Shastri et al (2021) highlight that despite there are demographic comparisons between male and female entrepreneurs, women's motivations and challenges required a special focus on their experiences.

Even if more and more women are attracting to become a become entrepreneur, there are still lots of issues and challenges to be solved. Pathak and Varshney (2017) state that cultural norms that often confine them to traditional roles, limited access to money, and inadequate training are among the obstacles which are facing by the women in the rural areas. The women based in the rural area suffer additional challenges in obtaining loans, mostly because of inadequate collateral and a lack of financial knowledge, which worsens their entrepreneurial challenges concluded by Nagaraju L.G. and Priya N. (2023). Similarly, Dahiya (2022) notes that women-owned enterprises are frequently underestimated, a problem made worse by the male-dominated framework that permeates Indian society.

The challenges experienced by female entrepreneurs have been brought to light and made worse by the COVID-19 pandemic. Yadav (2023) focusses how the pandemic made existing challenges worse, especially in cities where women-led enterprises faced more operational and financial challenges. Many women have shown determination in their work and face these obstacles by modifying and creating new company plans. As Panicker (2023) observes that female entrepreneurs are increasingly using technology and digital platforms to grow their companies and enter new industries.

Women entrepreneurs' serves not only helps them overcome obstacles but also stimulates economic expansion. According to D'Silva and S. (2022), the economy has greatly benefited from the growing number of female entrepreneurs in areas such as food processing, proving their ability to innovate in conventional fields. Similar to this, Chaudhuri et al. (2020) stress the importance of mentorship and developmental partnerships in advancing women's entrepreneurial journeys by enabling them to overcome obstacles with increased efficiency and innovation.

Despite its steady growth, women's entrepreneurship in India presents a unique mix of opportunities and obstacles. A complex interaction of sociocultural elements, economic circumstances, and the COVID-19 pandemic's far-reaching effects shapes the entrepreneurial landscape for women.

Objectives

1. To outline the socioeconomic status of the women entrepreneur in the Patiala.
2. To find out the motivational aspects and reasons behind their decision to establish business ventures.
3. Lastly, the study seeks to find out the challenges and problems faced by the women entrepreneurs.

Data base

This study relies on primary data collection, employing a descriptive approach to explore causation, a deductive framework to test research hypotheses, and data analysis conducted through structured questionnaires. The research primarily focuses on 120 women entrepreneurs in the Pataila owner of the Beauty Parlour, Boutique, Karyana Store, the Bakery shop, Dairy Farming, Agro-Based Product, Woolen Products. Given the significant diversity among these women in terms of socio-economic background and other attributes, a comprehensive exploration of the entire population poses substantial challenges. Consequently, the scope of the study has been narrowed to a specific sample for effective analysis.

Methodology

The study is based on descriptive statistics, like mean, standard deviation, likert scale and rank method. For that, the questionnaire has been developed. The research is based on six parts, first part is based on the questions related with the general attributes of the respondent and the second part comprises socio-economic status of the respondent like age of the women, literacy of the women etc and third is the classification and the location of the micro industries of the respondent. The next part of the study is the motivational factor of the respondent i.e the main reason behind opening up of the unit, and the lastly related with the challenges faced by the women.

Result and Discussion

Basic Information

A woman entrepreneur is a self-assured, inventive, and resourceful individual who strives for economic independence while also generating job opportunities for others. The results are analysed in three parts. The first part is related with the demographic or basic information, Business classifications and the marital status of the women under study. The second part is based on motivational factor and the success factor to become entrepreneurs and the last part is related with the issues and the challenges comes in front of the the women's to become successful entrepreneur in the Pataila region.

Demographic Profile

Chart-1

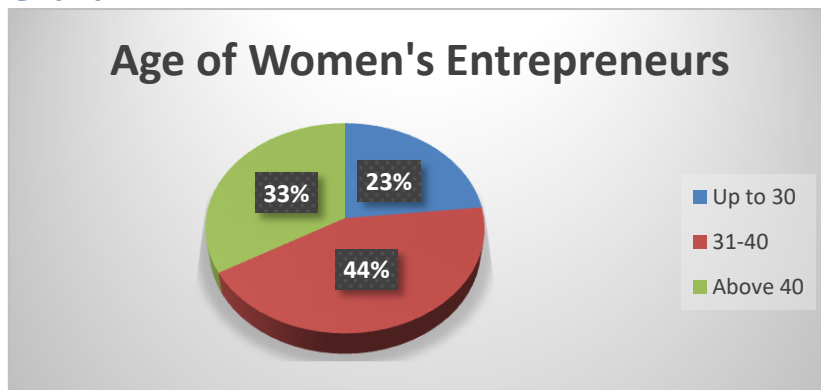
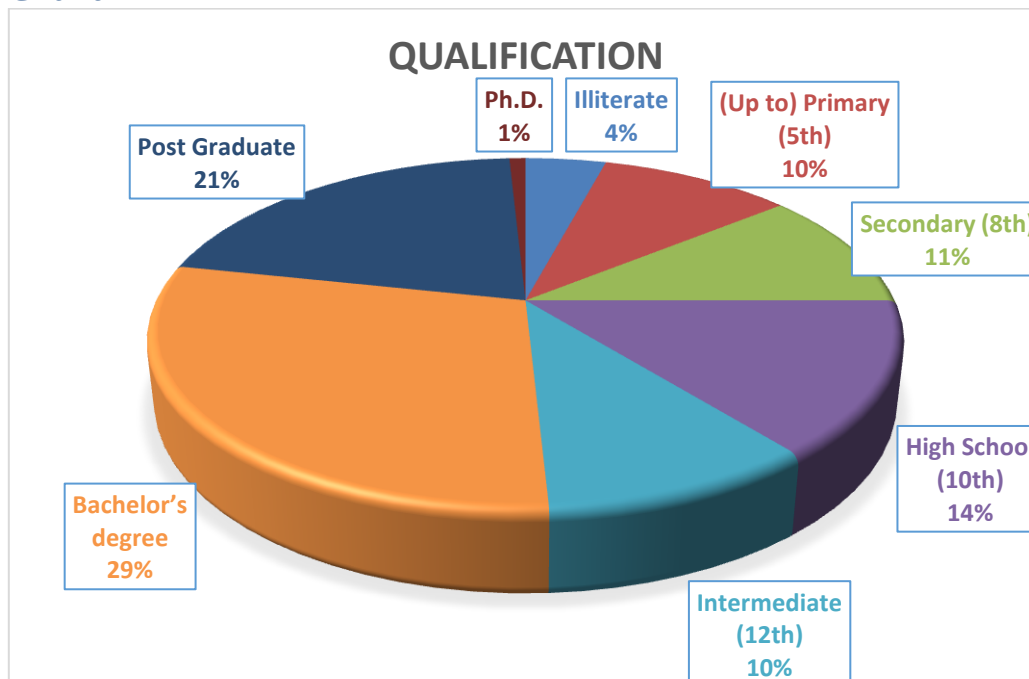


Chart-1 shows the age of the women entrepreneur. The study has taken only women's entrepreneur i.e business run by women only. Mostly women belong to age above 31-40 which are 44 % followed by above 40 years of women entrepreneur and under 30 years of age. Therefore, the study is dominated by the women's group of above 30 years of age.

Chart-2



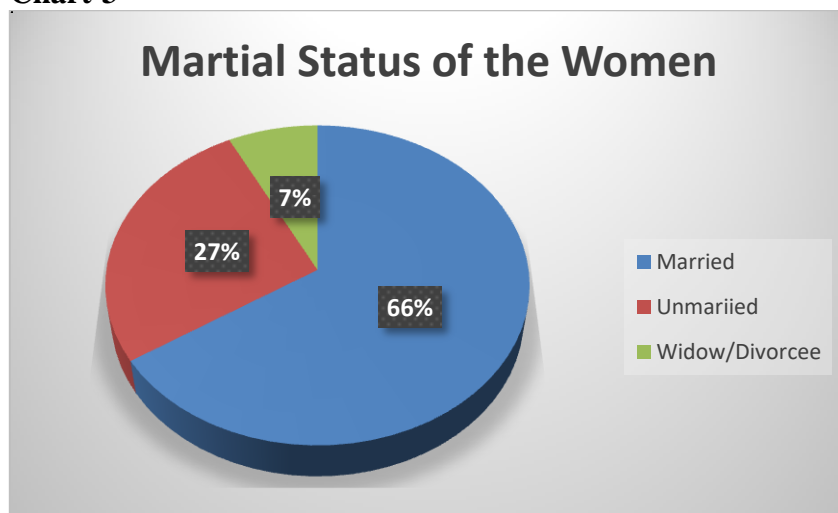
The education is very important for the development of the entrepreneurship. As the Casson (1982) said it has implications for the development of entrepreneurial abilities. As per the Lipset & Bendix (1959) the formal education has always been considered as an important asset of an individual in building his/her occupational career in bureaucratic society.

The present study is dominated by literate women as shown in the Chart-2. More than 60 % of the women's having atleast graduation degree. Only 4 percent of the women's are illiterate.

Hence, educated women are increasingly venturing into entrepreneurship. Many now aspire to work, confident in their education and qualifications, believing it is essential

to achieve economic independence.

Chart-3



It is very necessary to know about the marital status of women entrepreneur. The women have dual role to play, so family support is require to get the time for their work. The chart-3 shows the martial status of the women enterprise. The 6 percent of the women under the study are married. The 27 percent women are unmarried which implies that the young energetic unmarried women are also opting for entrepreneurship. The women encouraging for opting for the entrepreneurship, whether they are married or not. Hence, there is no barrier for opting entrepreneurship related with the marital status of the women under the study.

Chart-4

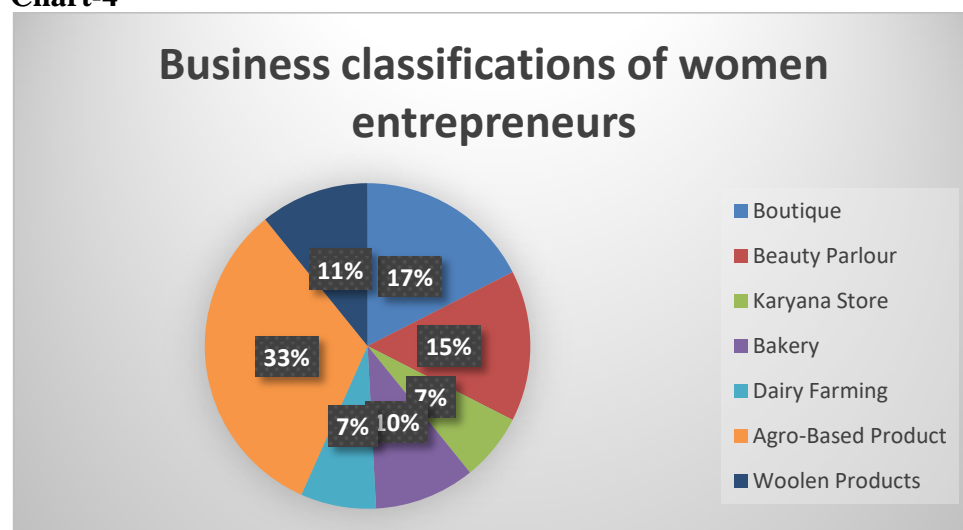


Chart-4 shows that 33% of the women are engaged in the agro-based products like aachar making (pickle) etc followed by boutique (17 percent) and beauty parlour (15 percent). Only 7 percent engaged in karyana store.

Motivational factors

The encouragement from the family members and the influence of society greatly impact women's effectiveness. The main aim of the present study is to determine role models who encourage women to start their own businesses. Family members, spouse, friends, other entrepreneurs, leaders, and self-motivation are the six categories into

which role models have been divided for this purpose. For that 5-scale likert technique is used and mean score has been shown in the Table-1. As per the results, the family, husband and friends motivate a women to start its enterprises.

Table-1 Motivational factors

Sl. No.	Motivating Factor	Mean Score	Rank
1	Family	3.22	II
2.	Spouse	4.08	I
3	Friends	3.17	III
4	Other entrepreneurs	3.04	IV
5	Self-Motivation	2.50	V
6	Political Leader	1.02	VI

Source: Field survey

The main motivators for women seeking entrepreneurship are shown in Table 2. In particular, approx 50% of women said that making money was their main driving force. However, very few women stated that they started their business in order to elevate their social standing. 10% of respondents said that inheriting business property inspired them to pursue entrepreneurship, and 15% of respondents identified full family support as an essential factor. In addition, approx 10% of women started their own businesses in order to work for themselves.

Table-2

Key component of women entrepreneurs' success

Reason	Respondent	Percentage
To earn money	60	50.3
one's own boss	12	9.7
Motivation from family/friends	18	15
secure a higher social position	3	2.2
Entrepreneur's success stories	6	4.7
Not able to find job	10	8.2

Inherited business	12	10
Total	120	100

Challenges

While setting up and managing their own enterprises, women entrepreneurs face many obstacles. The table-3 indicates that women's biggest challenge is balancing multiple roles in the family, such as being a sister, wife, or mother, which makes it harder for them to concentrate on running their businesses. Financial limitations and the dominance of men were among the other issues mentioned by a few respondents.

Although the table only lists a few problems, women encounter numerous more challenges when pursuing entrepreneurship. Key issues with mean values above 4 are shown by the data from the sample businesses/entrepreneurs. These include Male Dominance (3.98), issues related with money (4.22), balance between home and business (4.11), Environmental Issues (4.10), Social Issues (4.10), and the Personal Issues (3.99). These results are consistent with research by writers like Veena S. and Samani (2008) and Binitha V. and Thampi (2007).

Marketing problems (3.89), marketing issues (3.77), infrastructure issues (3.69), technological challenges (3.59), occupational mobility barriers (3.49), managerial challenges (3.48), and shortage of raw material (3.47) are other issues with mean values above 3. Scholars such as Singh (2012) and Van der Merwe (2008) support these conclusions.

Table-3

Challenges/Problems faced by the Entrepreneurs

Challenges	Mean Score	Rank
Problems related with money	4.22	I
Balance between home and business	4.11	II
Environmental issues	4.10	III
Social issues	4.10	III
Personal issues	3.98	V
Male Dominance	3.89	VI
Marketing issues	3.77	VII
Infrastructural issues	3.69	VIII
Technological issues	3.59	IX
Occupational Mobility issues	3.49	X
Managerial issues	3.48	XI
Raw materials issues	3.47	XII
Lack of communication skill	3.39	XIII
Time management	3.29	XIV
Intense competition	3.19	XV
Lack of self confidence	3.09	XVI
Lack of family support	2.99	XVII

Source: Field survey

Suggestions

The study makes the following suggestions:

- i. The Indian government ought to give women entrepreneurs the appropriate level of education, training, and direction, especially in the micro and small business sectors. Efforts must be taken to guarantee raw material availability, efficient business management, and accessible prospects for prospective female entrepreneurs.
- ii. To provide women entrepreneurs with much-needed financial support on favourable terms, financial institutions, banks, and MSME programs should work with the Indian government. With specific goals for lending to women in need, each district has a lead bank that runs a variety of programs to encourage women entrepreneurs. Many women are still ignorant of these tactics, though. State governments must thus act proactively to increase awareness and guarantee that the intended beneficiaries of these benefits receive them.

Conclusion

Women are currently succeeding in a variety of sectors and becoming well-known as prosperous businesswomen. Women's entrepreneurship is booming in India, and many of them are breaking through conventional thinking to establish themselves in the international economic world. The Indian government has demonstrated a sincere interest in supporting the development of female entrepreneurs. But putting suggestions into practice and keeping an eye on their effectiveness are crucial.

Maintaining regular contact with female entrepreneurs is essential to addressing their issues and offering the assistance they require. In order to obtain valuable insights, this study entails a thorough examination of their businesses. These results can help the government develop successful policies and plans, which would eventually result in a prosperous and encouraging business climate for Indian women entrepreneurs.

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